Google Display Copy & Creative
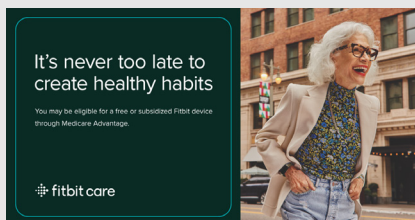
Copy Best Practices

▶ **Be Consistent**

✓ Include at least one target keyword in your ad copy. This is a necessary first step to ensure that your ads are relevant to the specific search query.

▶ **Be Targeted**

✓ Research what ads are currently working well for you, what type of content is considered compelling in your industry, and how competitors are addressing these topics.

▶ **Be Thorough**

✓ Improve CPCs and CPLs by selecting the bid strategy that best aligns with your campaign's objectives.

▶ **Be Timely**

✓ Employ urgency in your messaging that inspires users to take action, immediately.

▶ **Be Aligned**

✓ Highlight what makes you unique and how this is beneficial to your audience. This is your chance to differentiate yourself from competitors.

▶ **Be Unique**

✓ Use relevant ad extensions to increase the visibility of your ads on Google.

▶ **Be Efficient**

✓ Utilize relevant messaging that is aligned across your landing page and ad copy that clearly outlines what your audience should expect.

▶ **& Always Be Testing**

✓ Consistently test at least 3 ad variations per ad group. This will allow you to make data-driven decisions for ad copy in the future.

Campaign Spotlight

It's never too late to create healthy habits

You may be eligible for a free or subsidized Fitbit device through Medicare Advantage.

fitbit care

Cheers to a Healthy New Year

You may be eligible for a free or subsidized device through your Medicare Advantage Plan.

fitbit care

'Tis the Season to Create Healthy Habits

You may be eligible for a free or subsidized device through your Medicare Advantage Plan.

fitbit. | HEALTH SOLUTIONS

For questions or more information, please reach out to your Customer Success Manager.

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we know b2b

Creative Best Practices

Display ads are a great way to capture users' attention while browsing third-party websites or apps. They can be used to target new audiences and remarket to users who have previously interacted with your brand.

Crafting effective messaging and engaging visuals are critical components of this process.

▸ **Speak to Your Target Audience**
  - ✓ Produce display ads for each stage of the buyer's journey, and customize your creative to speak to your audience's specific needs.

▸ **Diversify Your Images**
  - ✓ Utilize compelling images that stand out from each other.

▸ **Represent Your Brand**
  - ✓ Include a clear, consistent, and bold logo on each image that is easy to identify.

▸ **Mind the Borders**
  - ✓ Keep logos or text away from the borders of your images.

▸ **Align Your Messaging**
  - ✓ Align your creative with your brand voice and landing page messaging.

▸ **Keep it Concise**
  - ✓ Entice viewers with direct language that introduces your benefits.

▸ **Include a Compelling CTA**
  - ✓ Use an attention-grabbing CTA button that is impossible to miss.

Featured Work

sift
Intelligent automation, designed for fintech.

MOZ
Take SEO to the next level
The Professional's Guide to SEO
NEW BONUS CHAPTER
How

planful
It's Your Turn Now
Your finance journey is continuous — are your plans?

Obility
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